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ABSTRACT

The report highlights, in two pages, the First Annual Native American Career Day for high school students held at the Denver Indian Center on February 3-4, 1978. It is noted that planning began in September, 1977, for the event which was attended by 40-50 students on February 3rd and by 200 community people on February 4th. The major part of the report is the appendices which include a list of planning committee members and their addresses, a line budget for the event, a list of committees (i.e., exhibition, public relations, food, fund raising) and chairpersons, a form letter inviting organizations for their participation, a timeline used for publicity, a list of workshops participants and contributors, and the agenda. (ERB)

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# REPORT

on

# First Annual Native American Career Day

By

Ward Churchill
Boulder, Colorado

1978

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REPORT

on

FIRST ANNUAL NATIVE AMERICAN CAREER DAY

PREPARED BY WARD CHURCHILL

The "First Annual Native American Career Day" was held on February 3 and 4, 1978 at the Denver Indian Center. Planning for this event was initiated in September, 1977. Various planning committees were formed to begin the process of actualizing this event. A variety of Native American community educators in the Denver Metro Area agreed that accurate information as well as exposure to a variety of post-secondary opportunities should be made available to Native community people.

A full array of activities were planned for this two day affair. A program brochure was developed (see Appendix E), and over 2000 flyers were sent out and distributed.

The general consensus was that for the first year this event was successful compared to other similar events in the Denver community.

On February 3, the program was primarily for high school students. Logistics and non-cooperation from the public schools provided a low attendance of approximately 40-50 students. Transportation seemed to be the primary problem. The DNAU pre-school students also attended.

Saturday, February 4, a large crowd was anticipated. An estimated 200 community people participated. Guest speakers included Dr. Frank Clark and comedian/actor Charlie Hill. In addition a variety of work-shops were held every half hour, and films were shown throughout the day. Workshop attendance was minimal. A surprise guest, Lindsay Wagner, the Bionic Woman, was an added attraction on Saturday. Food was prepared on both days without charge.

The fiscal arrangements and management was administered by Norbert Hill in Boulder. A detailed statement of account is included in Appendix F. A balance is available for next year's program. Receipts are also available for inspection and accountability.

A list of recommendations, suggestions and criticism was recorded.

1. We should try to avoid scheduling conflicts with other Indian organizations during this activity, e.g. Indian Law Student Conference.

2. Indian Center

   a. Commitments were not honored.
   b. Maintenance was minimal--We had to hire our own maintenance personnel.
   c. The janitor did not show up on Saturday with keys to enable us to set up the audio equipment.
   d. An unscheduled wake was planned that caused a temporary crisis which was eventually worked out.
   e. Strong consideration should be given for other sites next year; perhaps a University setting.

3. A larger brochure should be developed.

4. A more structured program for high school students.

5. Specific responsibility for transportation of students needs to be completed.

6. Good key note speakers or entertainers are essential to draw a crowd. Maybe a Pow-Wow.

7. There was a general concern that we tried to do too much in the first attempt.

8. We should continue this effort.

# APPENDIX

A. Planning Committee

B. Preliminary Budget

C. Committee Chairmen

D. Letter to Exhibitors

E. Brochure

F. Statement of Account
   Expenditures and Balance

G. Public Relations
   1. Plans
   2. Newspaper

H. Workshop Participants

I. List of Contributors

J. Career Day Agenda - Lawton, Oklahoma

## Planning Committee

1. Pat Caverly
   Coordinator, Educational Opportunity Center
   Arapahoe Community College
   5900 So. Santa Fe
   Littleton, CO 80120 794-1550 x356

2. Ward Churchill
   Title IV Project - Boulder Valley Schools
   P. O. Box 9011
   Boulder, CO 80302 447-1010

3. Phyllis M. Culbertson
   Title IV Project Coordinator
   Denver Public Schools
   2023 W. Yuma Street
   Denver, CO 80204 827-1000

4. Delmar Hamilton
   Community College
   Auraria Higher Education Center
   1111 W. Colfax Ave.
   Denver, CO 80204 629-2480

5. Norbert Hill, Director
   American Indian Educational Opportunity Program
   University of Colorado at Boulder
   Boulder, CO 80309 492-8241

6. Linda Mason, Director
   University of Colorado, Denver Center
   1100 14th Street
   Denver, CO 80202 629-2860

7. Rose Marie McGuire
   DNAU Child Care Program
   2250 E. 16th Street
   Denver, CO 80218 321-7232

8. Fred Standing
   Tutor-Coordinator
   Title IV
   2023 w. Fourth
   Denver, CO 80223

9. Michael N. Taylor
   Denver Metro Educational Opportunity Center
   1536 Welton St., Room 300
   Denver, CO 80203 839-2101

10. Tom Teegarden
DNAU Adult Basic Education Coordinator
1525 Josephine Street
Denver, CO 80206 320-4575

11. Joyce Vigil
Title IV - Mapleton Public Schools
602 E. 64th Ave.
Denver, CO 80229 289-2297

12. Karen W[illegible]ting
DNAU, Manpower Program
1525 Josephine Street
Denver, CO 80206 320-4575

13. Lynda Bernal Yardley
Office of Minority Student Affairs
University of Colorado Medical Center
4200 E. 9th Avenue
Denver, CO 80262 394-8550

American Indian Educational Opportunity Program
211 Willard Administrative Center
University of Colorado at Boulder
Boulder, Colorado 80309
(303) 492-8241

## Native American Career Day Budget

| | |
|---|---|
| Preliminary planning | $ 100.00 |
| Food | $ 250.00 |
| Film Rental (2x$100/film) | $ 200.00 |
| Transportation (one out-of-state speaker) | $ 200.00 |
| Local Transportation | $ 50.00 |
| Honorarium | $ 150.00 |
| Printing (programs, posters, etc.) | $ 100.00 |
| Mailing, Correspondence, Xerox | $ 50.00 |
| Public Relations | $ 50.00 |
| Misc. supplies, expenses | $ 50.00 |
| Total | =$1150.00 |

Other Resources.....$150.00



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## COMMITTEE CHAIRPERSONS

| | |
|---|---|
| Program: | Norbert Hill<br>Linda Mason<br>Fred Standing<br>Linda Yardley |
| Exhibitions: | Mike Taylor |
| Public Relations: | Ward Churchill |
| Food: | Rose Marie McGuire |
| Workshops: | Norbert Hill |
| Fund Raising: | Norbert Hill<br>Linda Yardley |
| Denver Public Schools: | Phyllis Culbertson |
| Films: | Pat Caverly |
| Audio: | Delmar Hamilton |
| Brochure Design & Printing: | Ward Churchill<br>Delmar Hamilton |

DENVER METROPOLITAN

EDUCATIONAL OPPORTUNITY CENTER

1536 WELTON STREET • DENVER, COLORADO 80202 • 303 892 2101

Dear Friends:

A consortium of Denver-based organizations---including this office, the Denver Indian Center, the Indian programs of the campuses of the University of Colorado, Arapahoe Community College, Title IV programs of the metropolitan school districts, and others---is planning a comprehensive Career Fair for February 3 and 4 at the Denver Indian Center. The entire Indian community of the Denver area will be invited with special emphasis made to encourage participation by Indian students and their families. Keynote speaker for this two-day event will be the reknown Dr. George Blue Spruce.

The consortium is working on the agenda at present and it should be firmed up and ready for mailing in early January. We take this opportunity, however, to invite your active participation. We will provide space for booths and can make a table and chairs available to each exhibitor. Educational programs, professional organizations and technical assistance personnel are invited. There will be workshops and a program of entertainment to highlight this special event.

Please let me know if your organization can participate in this effort. We sincerely hope to present the widest variety of educational and career alternatives for our Indian young people. Your presence will be appreciated.

Sincerely,

Michael Taylor, Oglala Sioux
Assistant Director

MT/el

# FIRST ANNUAL
# NATIVE AMERICAN CAREER EXPOSITION

**February 3rd & 4th, 1978**

## DENVER INDIAN CENTER

**GAYLORD AND 16th, DENVER**

*FEATURING DR. FRANK CLARK*
*AND*
*INDIAN COMIC, CHARLIE HILL*



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APPENDIX F

# CAREER DAY EXPOSITION

March 10, 1978

Donations:

| | | |
|---|---|---|
| Gulf Oil | | $717.00 |
| Arapahoe Community College | | 150.00 |
| IBM Corporation | | 700.00 |
| Coors | | 500.00 |
| DNAU | | 100.00 |
| | TOTAL | $2,167.00 |

Expenditures:

| | | |
|---|---|---|
| Honorarium | | |
| Charlie Hill | $350.00 | |
| Charles Fast Horse | 50.00 | $400.00 |
| Food | | 261.11 |
| Maintenance | | 150.00 |
| Printing | | 10.53 |
| Petty Cash (Stamps, etc.) | | 102.00 |
| Shawl | | 30.00 |
| | TOTAL | $953.64 |

Balance: $1,213.36

CAREER DAY EXPOSITION

February 8, 1978

Donations:

| | | |
|---|---|---|
| Gulf Oil | | $717.00 |
| Arapahoe Community College | | 150.00 |
| IBM Corporation | | 700.00 |
| TOTAL | | $1,567.00 |

Expenditures:

| | | |
|---|---|---|
| Travel (Air Fare for Charlie Hill, Ck. 1) | | $167.00 |
| Honorarium | | 400.00 |
| (Charlie Hill, Ck. 2) | $350.00 | |
| (Charlie Fash Horse, Ck. 8) | 50.00 | |
| Food (Rosemary McGuire, Ck. 3) | | 125.00 |
| Maintenance | | 150.00 |
| (Denver Indian Center, Ck. 4) | $50.00 | |
| (Ed Whitewater, Cks. 9 & 1101) | 50.00 | |
| (George Bohnstadth, Cks. 10 & 1102) | 50.00 | |
| Reception (Mike Taylor, Ck. 5) | | 50.00 |
| Printing (Ward Churchill, Ck. 6) | | 7.50 |
| Petty Cash | | 50.00 |
| Stamps (Norbert Hill, Ck. 7) | | 52.00 |
| Shawl (Norbert Hill, Ck. 1103) | | 30.00 |
| TOTAL | | $1,031.50 |
| Balance | | $535.50 |

Unknown:
- Film
- Cash Receipts
- Returned Ticket
- Dr. Clark

APPENDIX G - 1

P.R. TIMELINE - CAREER DAY (FEB. 2-3, 1978)

I. General News Release covering Career Day Content and agenda with promo sections on Blue Spruce and Charlie Hill. Copy to be written and submitted by Ward Churchill not later than January 18, 1978 - for release to news media not later than January 20, 1978. Projected publication falls during the week of January 22-28, 1978. A list of newspapers to be utilized follows:

Denver Post

Rocky Mt. News

Daily Camera

Colorado Daily

Town and Country Review

Longmont News

II. A direct-mail newsletter to be posted not later than January 20, 1978 and sent to the full mailing lists of all concerned organizations (Boulder Title IV will also accommodate Native American Rights Fund mailing list). This information should essentially duplicate news release data, but should establish "personal invitation" context within the overall Native American local community.

III. Specific promo material to be submitted to news media for release in Sunday entertainment sections on January 29, 1978. This will specifically cover Blue Spruce and Charlie Hill and should be released not later than January 23. A list of newspapers to be utilized is:

Denver Post

Rocky Mt. News

Daily Camera

Longmont News

IV. Copy for PAC radio spots should be completed by Ward Churchill not later than January 20, 1978. Copy should be released to appropriate radio stations in Denver and Boulder not later than January 24. PAC radio spots should be requested to receive air time on the dates January 28, 29, 30, 31 and February 1 and 2. Suggestions from the committee concerning the best five specific stations for use would be appreciated.

V. If radio interviews are to be done, they should be taped during the period January 23, 24 and 25 for scheduled airplay on January 28 and 29. Ward Churchill will be available during these dates to put together interviews.

| JAN 18 | JAN 20 | JAN 23 | JAN 24 | JAN 28 | JAN 29 | JAN 30-FEB 1 | FEB 2 3 |
|---|---|---|---|---|---|---|---|
| Copy Completion (News Release) | Copy Release<br>Newsletter Mailed<br>PAC Copy Completed | Promo Released<br>Newsletter Received<br>Interviews | PAC Copy Released<br>Interviews | Interview Airplay<br>PACs Commence | Interview Airplay<br>PACs<br>Promos Published | PACs | |

## Native American Career Exposition Set In Denver

DENVER — A Native American Career Exposition will be held at the Denver Indian Center, 16th and Gaylord St., Friday and Saturday.

The exposition is an effort to publicize career opportunities available to Indians, and will feature exhibits and speakers.

Friday's program will focus on junior and senior high students facing immediate career decisions. Saturday's events are more general, and include speeches by Dr. Frank Clark and comedian Charlie Hill.

APPENDIX H

## Participants for Workshops

Mary Nordwall
1650 E. 16th Avenue
DNAU Child Care Program
Denver, CO 80206

Tom Teegarden
DNAU Adult Basic Education
1525 Josephine Street
Denver, CO 80206

Mike Taylor
Denver Metro Education Opportunity Center
1536 Welton Street, Room 300
Denver, CO 80203

Al Yardley
8376 Mason Circle
Westminster, CO 80030

Ed Vicente
1513 South Coffman
Longmont, CO 80501

Pat Locke
WICHE
Planning Resources in Minority Education
University of Colorado - Boulder
Boulder, CO 80309

Delmar Hamilton
Community College
Auraria Higher Education Center
1111 W. Colfax Avenue
Denver, CO 80204

Gabe Parker
Special Assistant of Indian Affairs
Regional Office HEW
19th and Stout Street
Denver, CO 80294

Phyllis Culbertson
Title IV Project Coordinator
Denver Public Schools
2023 West Yuma Street
Denver, CO

Sharon Eads
NARF
1506 Broadway
Boulder, CO 80302

Helen Peterson
718 Corona
Denver, CO 80218

Other Workshop Participants:

Linda Mason
Charlie Hill
Linda Yardley
Tribal Gov't (Tahbone)

APPENDIX I

## Contributors

Gulf Oil Corporation

IBM Corporation

Adolph Coors Corporation

Denver Indian Center

Denver Medical Center

Arapahoe Community College

APPENDIX J

HIGHER EDUCATION SEMINAR
INDIAN STUDENT SERVICES PROJECT
MONTEGO BAY MOTEL COMPLEX

FEBRUARY 14, 1978

8:30 a.m. Registration in Lobby

9:15 a.m. Prayer: Jerry Parker, President-Lawton High Native American Organization

Welcome: Delores Twohatchet, Director, Indian Student Services Lawton Public Schools

Dr. John Elkins, Superintendent, Lawton Public Schools

9:30 a.m. Introduction of Guest Speakers:
Lonnie Emhoolah, Counselor, MacArthur High School

Guest Speakers:
Millie Giago, Executive Director, Native American Center, Oklahoma City

Ella Mae Horse, Professional Staffmember, United States Senate Select Committee on Indian Affairs, Washington, D.C.

10:00 a.m. Visitations with College/University and Vocational-Technical Representatives

11:30 a.m. BREAK FOR LUNCH

1:00 p.m. Introduction of Guest Panelists -

Panel Discussions and Presentations:

Luke Toyebo, Career Development, Bureau of Indian Affairs, Anadarko Area Office

Don Chaino, Career Development, Anadarko Agency

Yvonne Cannon, Counselor for Native American Students, Cameron University

Dan Salmaunt, Assistant Area Director (Education) Bureau of Indian Affairs, Anadarko Area Office

Penny Morrow, Former MacArthur High School Student, Presently Cameron University Student Majoring in Art.

Tony Navarro, Former Eisenhower High School Student, Presently Oklahoma State University Student Majoring in Forestry.

2:00 p.m. - Question and Answer Session -

2:30 p.m. CLOSING



(This activity is sponsored by funds provided through the BIA Office of Indian